

REMARKS

This responds to the Final Office Action dated June 26, 2008.

Claims 8-14, 16-18, 20 and 23-26 are amended; as a result, claims 8-26 are now pending in this application.

§103 Rejection of the Claims

Claims 8-26 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Wistendahl et al. (U.S. Patent No. 5,708,845, hereinafter referred to as the Wistendahl reference) in view of Lonnroth et al. (U.S. Patent No. 6,826,597, hereinafter referred to as the Lonnroth reference), Bartok (U.S. Patent No. 5,757,553, hereinafter referred to as the Bartok reference), Ferrel et al. (U.S. Patent No. 5,860,073, hereinafter referred to as the Ferrel reference) and Baffes et al. (U.S. Patent No. 6,292,792, hereinafter referred to as the Baffes reference).

Applicants have amended the claims to cover the specific hot spot creation, preview, and translation system taught by the present application. This hot spot creation, preview, and translation system first operates by allowing a user to select a specific video frame and then define a hot sport using a graphical user interface. The hot spot geometric outline, a set of attributes, and a link are then stored in a generic database. To preview defined hot spots, the system first translates the contents of the generic database into XML. Next, the XML is then translated with an XSL parser into HTML and JavaScript. Finally, the HTML and JavaScript are displayed using a browser. The translation to many different video formats is performed in the same manner: First the generic database contents are translated to XML, the XML is processed with an XSL parser to create a customized hot spot definition for the specific video format being used, and the customized hot spot definition is then embedded into the video stream.

This specific process of using a generic database for storing the hot spot definitions and then using XML as an intermediary provides advantages over prior systems. One advantage is that the use of a generic database allows the hot spot definition system to quickly adopt to new technologies. Any type of hot spot information may be stored in the generic database. The next format, XML, may change over time such that it is not a great data storage format. However, XML acts as a flexible intermediary since it is very widely supported and can be processed with

XSL parsers into various different mark-up languages for various different systems. Even the hot spot preview system takes advantage of XML by translating the contents of the generic database into XML and then using an XSL parser to translate the XML into HTML and JavaScript that can then be displayed using an ordinary web browser.

The art cited by the Examiner does not anticipate or teach toward a system that

- 1) stores hot spot definitions in a generic database;
- 2) translates the contents of the generic database into XML and then uses an XSL parser to translate the XML into HTML and JavaScript such that the hot spot definitions can be previewed with a browser program; and
- 3) translates the contents of the generic database into XML and then uses various different XSL parsers to translate the XML into customized hot spot definitions for various different video formats.

These three aspects allow the system of the present invention to be an expandable and flexible system for defining hot spots that may be used with many different types of interactive video systems. No combination of the cited references would produce such a system. Since all three of these aspects are claimed in both of the independent claims, the system of the present invention is allowable over the cited references.

CONCLUSION

Applicant respectfully submits that the claims are in condition for allowance, and notification to that effect is earnestly requested. The Examiner is invited to telephone Applicant's representative at (408) 278-4058 to facilitate prosecution of this application.

If necessary, please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.

Respectfully submitted,

SCHWEGMAN, LUNDBERG & WOESSNER, P.A.
P.O. Box 2938
Minneapolis, MN 55402
(408) 278-4058

Date 10/24/08

By



Dag H. Johansen
Reg. No. 36,172

CERTIFICATE UNDER 37 CFR 1.8: The undersigned hereby certifies that this correspondence is being filed using the USPTO's electronic filing system EFS-Web, and is addressed to: Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this 24 day of July, 2008.

John D. Gustav-Wrathall

Name Paralegal
Schwegman, Lundberg & Woessner

off.

Signature